RJ Reynolds
Tobacco Company

June 30, 1995
ROU #1110, 1210, 1310, 1510, 1610, 1710, 2210, 2310, 2410, 2910

J.T. JONES
Chain Accounts Manager

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Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

To: Division #1126, 1136, 1224, 1226, 1230, 1324, 1326, 1327,1332, 1334, 1522, 1523, 1524, 1527, 1528, 1623, 1634, 1738, 2226, 2228, 2234, 2235, 2236, 2237, 2326, 2328, 2330, 2332, 2333, 2335, 2410, 2910, 2926,

Re: **Amerada Hess Corporation -- *RJR Retail Partners Contract***
Hess Gas Stations CID #0353-01-00 and 0353-02-00
Hess Marts CID #0353-03-00

Dear Managers:

R. J. Reynolds has entered into an agreement with Amerada Hess Corporation to implement our Retail Partners Base Contract. **All Hess Mart Convenience Stores qualify for our Self Service Base Contract (3 footprints)** and the **Hess Gas Stations qualify for our NSS Base Contract.**

Hess Mart Locations: (See enclosed store POG's)

- (2) Two RJR Full Price displays per store
  - 8 row display with Enhanced Large Top Signs
- (1) One RJR Savings display (back bar location)
  - 16 row unit in locations with a BAT display

    or
  - 24 row unit in locations without a BAT display

Special Note: In the Hess Marts with our 16 row Savings display, Hess has approved a flighted 40 pack temporary display each time the S/R calls on the store to implement our GAP strategy.

Hess Gas Stations: (Non-Self Service)

Hess has authorized our NSS Base Contract for all locations, however, it will be the responsibility of the local S/R or Manager to determine if the three (3) footprints are workable in each individual Gas Station. This is due to the numerous different size locations chainwide.

- (2) Two RJR Full Price displays per store
  - 9 row suction cup window displays
- (1) One 16 row RJR Savings display

"We work for smokers."

51849 0983

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Attached find three (3) Non-Self Service Gas Station POG's which are to be utilized in placing our NSS displays. Your S/R's with Hess Gas call accountabilities will approve all display placements. All display locations must be agreed upon by the RJR Representative and the Station Manager. If plan-o-gram changes are necessary, instruct your S/R's to identify the revised location on the POG utilizing our display codes *5 F/P, 6 SAV*, which appears on the bottom of the page. When display location is agreed upon, *the S/R and the Station Manager will sign the POG*. The S/R should retain a copy for their files. Do not forward copies to me, I will obtain copies from Hess Corporate.

S.I.S. Reporting

Hess Mart	PK BASE SS	Plan EE ($185 mo.) or Plan GG ($215 mo.)
Hess Gas	PK BASE NSS	Plan AA ($60 mo.)
(All Hess)	CMFPKRJR	Based on the Contract Plan
Effective date: July 1, 1995		

When installing our displays, if the store personnel have any questions, they have been instructed to call:

Paul Pinther
Stan Benarick
Kathy Strype
or the local Hess Division Manager

We appreciate everyone's efforts with the implementation of this Retail Partners Contract. If you have any questions, please give me a call.

Sincerely,

J. T. Jones

JTJ/fr
Attachments: Hess Bulletin
Gas Station Planograms
Authorized Store List
Hess Mart Planograms

cc: D. L. Wilmesher
J. W. Best
R. F. Kane
M. A. Young
J. P. Renehan, Jr.
J. R. Loftin, Jr.
B. G. Norman
R. C. Farmer
P. E. Schmidt
R. L. Rissler
D. C. Turner
F. J. Tate, Jr.
G. A. Young
D. G. Cooper
D. L. Deese

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